Cargobikes: last mile made easy.

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Outspoken Delivery
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What potential is there to move freight from vans to cargobikes?
Cyclelogistics - a serious proposition

Huge potential
25% of urban goods could be delivered by bicycles (ECF)

CO2 Reduction
Logistics industry - 13.1% of CO2 emissions, (IPCC, 2007)

Logistics companies going green
Deuch Post DHL committed 30 % by 2020

Changing urban lanscape
Passenger mobility to increase 300-400% by 2050 (ITF, 2011)
A changing Urban landscape
Liveable streets
Urban Deliveries in Action: Outspoken Delivery, Cambridge, UK
Bikes

6 x Cargo Bikes
60kg of freight
Approx 0.2m

3 x Cargo Trikes
250kg of freight
Approx 1.4m
Services

- Sameday
- Last Mile
- London

Advertising
Last Mile logistics
Last Mile Logistics

Examples - Delivery Companies

Current Volumes: 200 to 300 parcels per day
Last Mile Logistics

Examples - Lifestyle Magazines

10,000 magazines to 200+ locations in 2 days
Last Mile logistics - vision for city centres
How big is the market?

DHL adds seven cities to parcycle project

DHL expands the number of places where parcy is offered in Delft, Amersfoort, Maastricht, Sittard-Geleen, and Nijmegen. The parcycle projects are already in use in Amsterdam, with the goal of expanding the system to include bicycle commuters as well.
Developing the market

- Highlight best practice
- Share knowledge, experience, marketing, costs
- Establish a lobby group(s) to influence relevant stakeholders

120+ members across UK & Europe:
Conclusion

Huge opportunity for cyclelogistics to develop & make contribution to more liveable cities

Main challenge remains perception within logistics industry.

Must communicate well and develop the industry so we have a credible solution
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